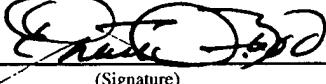


AMENDMENT TRANSMITTAL LETTER				ATTORNEY'S DOCKET NO.: 0264-1		
SERIAL NUMBER: 10/072,647		FILING DATE: JAN 22 2008 February 6, 2002		EXAMINER: Jeffrey D. Carlson		GROUP ART UNIT: 3622
INVENTION: METHOD AND APPARATUS FOR TARGETED MARKETING						
INVENTOR(s): Timothy Tianyi Chen						
TO THE ASSISTANT COMMISSIONER FOR PATENTS: Transmitted herewith is an amendment in the above-identified application. The fee has been calculated as shown below.						
CLAIMS AS AMENDED						
(1)	(2) CLAIMS REMAINING AFTER AMENDMENT	(3)	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) NO. OF EXTRA CLAIMS PRESENT	(6) RATE	(7) ADDITIONAL FEE
TOTAL CLAIMS	8	MINUS	20	0	X \$25	0.00
INDEP. CLAIMS	3	MINUS	3	0	X \$100	0.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0.00
* If the entry in column 2 is less than the entry in column 4, write "0" in column 5. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space. *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space.						
<input checked="" type="checkbox"/> No additional fee is required.						
<input type="checkbox"/> Charge \$ _____ to Deposit Account No. _____ A triplicate copy of this sheet is enclosed.						
<input type="checkbox"/> The undersigned petitions for revival of this application under 37 C.F.R. 1.137(b) and submits a check for \$ _____ to cover the petition fee _____.						
<input type="checkbox"/> Applicants hereby claim small entity status.						
<input checked="" type="checkbox"/> Charge any additional fees to Deposit Account No. 50-3832.						
January 16, 2008 <small>Date</small>				 <small>Signature</small>		
(908) 901-0220 <small>Phone</small>				Ernest D. Buff <small>Attorney Name</small>		
25,833 <small>Reg. Number</small>						
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on <u>January 16 2008</u> .						
 <small>(Signature)</small>						
Ernest D. Buff <small>Attorney of Record</small>						
January 16, 2008 <small>(Date)</small>						



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Timothy Tianyi Chen Group Art Unit: 3622
Serial No.: 10/072,647 Examiner: Jeffrey D. Carlson
Filed: February 6, 2002
For: **METHOD AND APPARATUS FOR TARGETED MARKETING**
Docket No.: 0264-1

Bedminster, NJ 07921
January 16, 2008

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT UNDER 37 CFR 1.111

In response to the Office Action dated October 17, 2007, kindly amend the above-identified application as follows:

Amendments to the Claims are set forth in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.